

Message Text

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PAGE 01 BELGRA 00140 160737Z

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 /021 W

-----160738Z 059208 /15

P R 151436Z FEB 77

FM AMEMBASSY BELGRADE

TO SECSTATE WASHDC PRIORITY 4306

INFO AMEMBASSY BELGRADE

USIA WASHDC

UNCLAS ZAGREB 140

EO 11652: NA

TAGS: BEXP YO US

SUBJ: HOUSEWARES VIDEO/CATALOGUE EXHIBIT AT ZAGREB FALL FAIR

REF: (A) STATE 27394, (B) STATE 26333, (C) BELGRADE 929

1. AS REPORTED REF C, EMBASSY AND CONGEN BELIEVE HOUSEWARES VIDEO/CATALOGUE EXHIBITION ADAPTABLE TO ZAGREB FALL FAIR AND SHOULD BE ELEMENT OF USG PARTICIPATION IN SEPT 1977. ALTHOUGH OUR PROMOTIONAL EMPHASIS WILL CONTINUE TO CONCENTRATE ON YUGOSLAV MARKET FOR U.S. CAPITAL EQUIPMENT, WE BELIEVE THAT SALES PROSPECTS FOR CONSUMER GOODS ALSO SHOULD BE TESTED. ZAGREB FALL FAIR IS BEST PROMOTIONAL VEHICLE FOR THIS PURPOSE. HOUSEWARES THEME IS CERTAIN TO ATTRACT ATTENTION OF BUSINESSMEN, AGENTS AND GENERAL PUBLIC ALL OF WHOM BELIEVE THAT U.S. IS LEADER IN THIS FIELD. EXHIBITION WOULD BE EXCELLENT OPPORTUNITY TO DEMONSTRATE THAT U.S. IS ALSO COMPETITIVE IN PRICE, AND TO BUILD A BASE FOR FUTURE SALES OPPORTUNITIES. IT IS OUR JUDGMENT THAT VIDEO TAPE TECHNIQUE WOULD BE BOTH WORKABLE AND SUCCESSFUL IN FAIR CONTEXT.

2. REF A PROPOSES THAT TRADE CENTERS HOLD EXHIBITION FOR THREE DAYS BEGINNING SEP 19. ZAGREB FALL FAIR DATES ARE SEP 9-18. WE WOULD HOPE THAT EARLY SHOWING OF EXHIBITION IN ZAGREB TO COINCIDE WITH FAIR DATES WOULD POSE NO MAJOR UNCLASSIFIED

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PROBLEMS.

3. EMBASSY AND CONGEN FURTHER RECOMMEND THAT FOLLOW-ON ONE-DAY PRESENTATIONS WITH USIS SUPPORT BE SCHEDULED IN LJUBLJANA, BELGRADE AND SARAJEVO DURING THE SECOND HALF OF OCTOBER.

4. WE HAVE DISCUSSED TECHNICAL ASPECTS OF VIDEO SHOWING WITH

OUR USIS COLLEAGUES AND THEY INFORM US THAT 3/4 INCH VTR EQUIPMENT WOULD GIVE BEST PERFORMANCE UNDER CONDITIONS OF HEAVY REPEATED USE AT FAIR. WE PROJECT THAT AT LEAST TWO MONITORS WOULD BE REQUIRED TO ENABLE EASY VIEWING. A THIRD MONITOR SHOULD BE AVAILABLE FOR BACK-UP. WE REQUEST THAT THREE UNITS BE SENT TO YUGOSLAVIA FOR USE AT THE ZAGREB FAIR AND FOLLOW-ON PRESENTATIONS IN THE OTHER THREE CITIES.

5. AS SUGGESTED REF C, WE RECOMMEND THAT USG EXHIBIT AREA AT ZAGREB INCLUDE FACILITY FOR AUDIO-VISUAL PRESENTATIONS. USIS INTENDS PROVIDE FILMS TO SUPPORT HOUSEWARES SHOWCASE AND CAN PROVIDE 16 MM EQUIPMENT FOR THE FACILITY.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
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Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
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Format: TEL
From: BELGRADE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770242/aaaablaf.tel
Line Count: 75
Litigation Code IDs:
Litigation Codes:
Litigation History:
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Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 STATE 27394, 77 STATE 26333, 77 BELGRADE 929
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 05-Nov-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3324092
Secure: OPEN
Status: NATIVE
Subject: HOUSEWARES VIDEO/CATALOGUE EXHIBIT AT ZAGREB FALL FAIR
TAGS: BEXP, YO, US
To: STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/724bcec6-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009